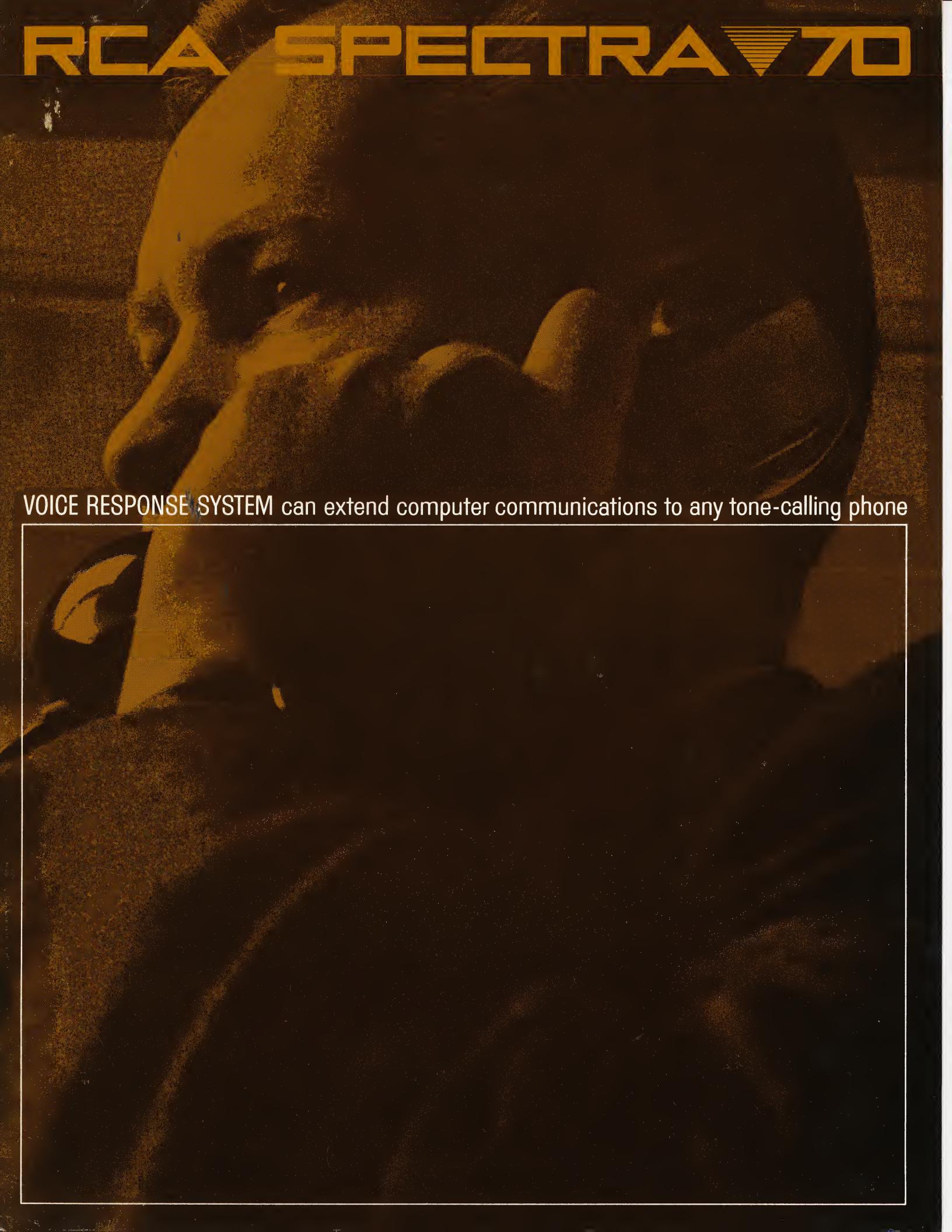


RCA SPECTRAV⁷⁰



VOICE RESPONSE SYSTEM can extend computer communications to any tone-calling phone



Spectra 70 Voice Response System... millions of potential terminals almost free

The new RCA Voice Response System helps you cut computer communications costs . . . and practically span the world. It makes every telephone with a tone-calling keyboard a potential communications terminal for your Spectra 70 computer.

It enters facts, answers inquiries via your basic Spectra 70 multi-line communications system. And it costs only \$1.50 a month extra for adding tone "dialing" to a phone so that it can be used as a terminal.

The Spectra 70 Voice Response System is easy to use. It lets people talk to your computer and your computer talk to people in language each understands.

There's nothing new to learn. Procedures are simple. Just dial the computer number . . . tap the buttons on the tone-calling phone keyboard to enter facts or an inquiry . . . and in seconds your computer answers with a spoken confirmation or reply.

The scope of Spectra 70 Voice Response is as wide as the telephone network. It can help you improve customer service, speed internal operations, and gain direct computer communications with suppliers, factories and warehouses, and dealers, salesmen and sales and service branches.

HOW VOICE RESPONSE HELPS YOUR BUSINESS

- Telephone companies: toll charge queries, rate and route data, intercept of incompletely completed calls and reports, such as "not working number," "temporary disconnect," "out of order;" check-out of installations and tracing connections, automatic exchanges for response to installers.



- Banks: internal inquiries on account balances; entry of "holds" and "stops."
- Transportation: providing dispatch information to shippers.
- Air lines: second-by-second weather reports for pilots approaching landing field.
- Mail order houses: checking item availability and location.
- Manufacturers and distributors: order status and shipping information; parts inventory status and location; sales reports by dealers.
- Stock exchanges: current stock quotations.

YOU'LL FIND MANY WAYS TO USE THE SYSTEM

You can select a Spectra 70 Voice Response System just for telephone inquiry and reply or include complete communications and data processing capabilities. You can have your inquiry/response system, designed to work completely automatically, unattended except for routine preventive maintenance. Or you can use an intercept operator to screen and validate queries.

Or you can grow from one type of system to another as your needs change, selecting processors with more throughput power, and adding, interchanging or removing system elements with the ease inherent in Spectra 70.

IT'S AS EASY TO USE AS "ONE-TWO-THREE"

1. Call the computer with any remote telephone which



transforms digital data (10 or more characters) to tones, such as Bell System Touch-Tone or General Telephone Touch-Calling. You'll get a busy or a ringing signal, then a "go ahead" tone signal.

2. Enter the inquiry or message on the 10- or 12-button phone keyboard, following simple instructions. Pre-punched plastic cards or index-type calling systems (such as Bell System Card-Dialer and Call-A-Matic) can also be used.
3. The processor reply is heard in seconds. Messages can be programmed for full or partial repeat and to stop on disconnect.

IT'S DESIGNED FOR RELIABILITY AND DATA SECURITY

- Designed for round-the-clock, 7-day-a-week performance.
- Automatic cut-off of wrong numbers.
- Switchboard operator can be alerted to straighten out garbled or incomplete messages, or check caller if proper password is not used.
- System controls for data flow and validation, character and format checking, double keying and parity errors.
- Techniques tailored to your needs for input and output message termination.

YOU HAVE MANY CHOICES IN YOUR VOICE RESPONSE SYSTEM

Spectra 70 Voice Response Units are available in three models which meet practically every application requirement. You can choose pre-recorded vocabularies of up to 189 words, or in com-



bination of 31 or 63 words and phrases. A word is approximately half a second. It can be as long as "seventeen." A phrase is 1½ seconds. It can be as long as "thank you for calling RCA." The actual output voice messages are variable length, and can be repeated wholly or in part as often as needed. Speech is crisp, business-like, and clearly intelligible. Voice spacing and pauses help message clarity.

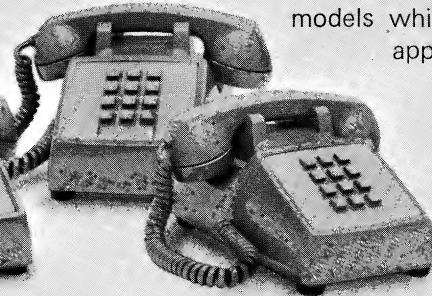
Model 70/510-11 Voice Response Unit has 31 tracks, storing a combination of 31 words and phrases. It will meet the majority of application requirements, such as telephone routing and rating.

Model 70/510-21 will satisfy most other applications, with its 63 tracks, organized as above.

Model 70/510-26 is for special applications that require its capacity of 189 different words.

The vocabulary you specify is optically recorded on film for the voice drum. It's permanent—without the wear problems of magnetic recording. You can choose male or female voice.

The standard Voice Response Unit provides capacity for messages over 10 lines simultaneously. Four expansion units of 10 lines each can be added for a maximum of 50 lines in simultaneous use. Synchronization of the voice message content for each line in use is provided by a special track on the voice drum.





The Most Trusted Name in Electronics

For further information,
phone or write a nearby
RCA EDP Sales Office

ATLANTA, Suite 1201
Georgia Power Bldg., 270 Peachtree St.
525-6547

BALTIMORE, One Charles Center
Room 1014, 752-7230

BOSTON, Suite 2200, Prudential Center
536-0880

CHICAGO, 10 So. Riverside Plaza
782-0700

CINCINNATI, 407 Carew Tower
441 Vine St., 241-1690

CLEVELAND, 1600 Keith Bldg.
1621 Euclid Ave., 241-3450

DALLAS, 210-C Court Terrace
Exchange Park North, 351-6361

DAYTON, 224 N. Wilkins St.
224-1406

DENVER, 2401 East Second Ave.
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Rutland Ave., Southfield, 356-6150

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HOUSTON, Room 1, Suite 410
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INDIANAPOLIS, 501 N. LaSalle St.
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KANSAS CITY, MO., 1627 Main St.
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LOS ANGELES, RCA Bldg.
6363 Sunset Blvd., 461-9171

MIAMI, 95 Merrick Way, Coral Gables
445-5478

NEWARK, N. J., 36 Park Place
621-7035

NEW ORLEANS, 1030 Louisiana Ave.
891-1917

NEW YORK CITY (Downtown)
40 Wall St., 689-7200

NEW YORK CITY (Uptown)
1250 Avenue of the Americas
689-7200

PHILADELPHIA, Suite 1909
2 Penn Center Plaza, 568-8150

PHOENIX, Suite 907
3550 North Central Ave., 277-8267

PITTSBURGH, 222 Four Gateway Center
261-1080

RALEIGH, Room 422, First Federal Bldg.
833-2616

SACRAMENTO, 1220 H Street
447-8564

SAN FRANCISCO, 343 Sansome St.
981-5600

ST. LOUIS, 7719 Carondelet Ave., Clayton
726-5322

SYRACUSE, Room 302-303
State Tower Bldg., 474-5337

TALLAHASSEE, Executive Office Building
908-910 South Bronough Street
224-0034

TOLEDO, Room 1125-1126 Edison Building
246-4021

WASHINGTON, 1725 "K" St., N.W.
337-8500

RCA ELECTRONIC DATA PROCESSING
RCA-Cherry Hill, Camden, N. J.
609-963-8000